

24th NAEBA Annual Educational Conference

January 27-29, 2019

Graduating Into the New NAEBA

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225 E Apache Boulevard, Tempe, AZ 85281



Saturday, January 26, 2019

6 pm to 9 pm

Registration Opens...gather and reconnect with friends and colleagues!

Sunday, January 27, 2019

8 am to 5 pm

Registration

8:30 am

Welcome address

Andi DeFelice, ABR, NAEBA President

Lora Cusumano, ABR/M, CBR, CEBA-M, CRB, MRE, SFR, NAEBA Director of Programs & Education

9:00 am

EBA Marketing Plan Reboot Workshop I

Rich Rosa, Buyers Brokers Only, LLC

When was the last time you wrote down a comprehensive marketing plan? This marketing reboot workshop will walk participants through the process of building a relevant, modern marketing plan from the ground up. The hands-on workshop will cover everything from buyer personas, content creation, landing pages, calls to action, digital advertising, email marketing and everything in between.

10:30 am

EBA Marketing Plan Reboot Workshop II

Rich Rosa, Buyers Brokers Only, LLC

11:45 am

NRSI – How our Referral System Operates

David Alvarez, Director of Marketing, NRSI

NAEBA Referral Service Lead Process: The presentation will guide you through the end-to-end lead flow process and help illustrate how leads are processed and distributed on a daily basis to include:

- (1) Understanding NRSI's automated system, (2) NAEBA vs Best-Non-NAEBA (BNN) Agents and
- (3) Understanding lead quality screening and follow-up.

Lunch Presentation

**The New NAEBA membership community platform...
it's all about creating and delivering member value!**

Linda M. Surovick, Executive Director, NAEBA

NAEBA is committed to member engagement. This presentation will officially roll out our NEW Membership platform using a cutting-edge association management software called Yourmembership.com. Get inspired to connect and share within groups and committees. As we roll out our community newsfeed, NAEBA members will now have a quick and easy view of membership activity which allows you to connect with peers within your membership portal. Members will be able to engage easily and on demand through a mobile app that instantly pushes notifications and allows members to access and interact with content on demand. It is a new and exciting time for the organization. Come check it out!

1:20 pm

How to Increase Your Client Pool by Targeting VS Shotgun Marketing!

Dee Dee Cloud, Buyer's Agent Remaklus Realty, LLC, Reno, Nevada

Narrowing our target market to a more finite instrument. We are excellent buyer advocates but do we still have the challenge of getting the message across? This course will help you see other ways of target marketing by drilling down niche markets and the things you can do to empower the smaller markets. Making smaller markets will increase the exposure you have always been looking for by advertising your expertise in these markets. Some of the smaller markets that will be introduced are Women's Real Estate Counseling, veteran's real estate counseling, widows and widowers, divorcees and current college graduates just to name a few. The course will include handwriting analysis and how it is used, important counseling techniques for each diverse market and informational handouts that can be used to incorporate these new strategies into your business.

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Sunday, January 27, 2019 (continued)

- 3:00 pm** **Fair Housing “Buyer Love Letters” – Do’s & Don’ts**
Andrew Show, Buyer’s Resource Realty Services, Columbus, Ohio
In a hot seller’s market prospective buyers are oftentimes encouraged by EBAs, as well as HGTV and other sources, to write a “Buyer Love Letter” to the seller in an effort to make an emotional connection and hopefully be the winning buyer. Even in a “normal” or balanced market, when a Buyer Client is being aggressive on price the temptation is to write a letter to the seller to help justify it. But how do you avoid sabotaging the buyer? How do you avoid a Fair Housing or Civil Rights infringement? What about the “protected classes” that HUD and the DOJ is looking at so carefully right now?
- 3:45 pm** **Check Back with Us....**
Speaker to be determined
Our Conference Committee is working right now to fill this spot!
- 5:30 pm** **Drinks & Appetizers Rooftop—Dinner on your own around town**

Monday, January 28, 2019

- 8:30 am** **Continental Breakfast**
Who Do You Work For? Counsel Your Client & Everyone Wins!
Cody Remaklus, Buyer’s Agent Remaklus Realty, LLC, Reno, Nevada
Buyer agents are real estate counselors. We take great steps in understanding our client’s goals and counsel them in their various options toward achieving them! Part of using a Buyer Agent is understanding your clients’ personal process and not just about looking at houses or other investments. It isn’t just about the right loan, the right inspectors, the right title company. It must begin with a one-on-one counseling session. Real Estate Counseling is crucial to the overall process, as it helps you and your client discover what it is they really need and want. A good agent/client counsel session is a teacher-student relationship. And these roles should swap often, throughout the session!
- 9:20 am** **Communicate, Communicate, Communicate!**
Gea Elika Principal Broker, Elika Associates, New York, New York
Communication plays a pivotal role in your success as an EBA. Gea will provide insight on how to communicate via different media: in-person, phone, email, text and web. Communication styles will be recommended for various target groups including prospects, buyer clients and traditional listing agents.
- 10:15 am** **10 Requirements for an EBA Agreement**
Andrew Show, Buyer’s Resource Realty Services, Columbus, Ohio
Who determines your compensation in real estate – you, your Buyer-Client, or the co-op offered in the MLS? Do you give your Buyer-Clients more than one option as to your compensation? Known as “fee for service” do you give them back any “overpayment”? Do you offer a percentage of sales price, an hourly fee, or a reduced commission if they already know the home with wish to purchase and you only show them one home! Can you get paid hourly even if they do not buy? These issues and much more will lay the foundation of your success as an EBA.
- 11:50 pm** **NAEBA ANNUAL MEETING**
- 1:45 pm** **How Will You Compete with Business Models of the Future?**
Rich Rosa, Buyers Brokers Only, LLC
Like it or not the real estate industry is changing, and you likely will have several new competitors with disruptive business models within five years. Whether it is tech-savvy discounters, venture capital-backed firms seeking to steal market share, 100 percent commission brokerages, or iBuyers, consumers (and real estate agents) will have more choices in an industry with a growing number of disruptors.

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Monday, January 28, 2019 (continued)

- 2:50 pm** **Debut of NAEBA's New CEBA Designation, Logo, & Online Course**
Lora Cusumano, Lux House Hunters, NY & FL
Overview of our new online CEBA Designation
- 3:35 pm** **Check Back with Us....**
Speaker to be determined
Our Conference Committee is working right now to fill this spot!
- 4:50 pm** **Speaker Panel- Your Top 10 Questions Answered!**
5:30 pm **Educational programs conclude**
- 6:30 pm** **NAEBA Banquet & Dinner**

Tuesday, January 29, 2019

- 8:30 am** **Full, Hot Breakfast**
Stop Chasing Leads and Start Building Audience
Rich Rosa, Buyers Brokers Only, LLC
Leads are great, but building a relationship with consumers, both short term and long term, is better. Build trust by providing relevant and useful content on a consistent basis when consumers need it.
- 9:35 am** **Best Marketing Ideas from NAEBA Members**
Moderated by: Linda M. Surovick, NAEBA Executive Director
- 10:25 am** **You and Your Buyer Clients Are Under Cyber Threat and Theft of Funds**
Andrew Show, Buyer's Resource Realty Services, Columbus, Ohio
Learn how cyber criminals are hacking into your computers, email, and more without your knowledge. Buyers' down payments and seller proceeds are being rerouted and stolen which can affect the possession and occupancy of your Buyer Clients. E&O policies do NOT necessarily cover cyber theft. The most vulnerable link in the real estate chain is the listing and buying agents, their brokerages, and the disruption it is causing in the real estate industry. It is not a question of "if" you get hacked, but "when". What safeguards and systems do you have in place?
- 11:00 am** **Check Back with Us....**
Speaker to be determined
Our Conference Committee is working right now to fill this spot!
- Noon** **Start to Finish –Using Google AdWords to Gain Leads for your Business Area**
David Alvarez, Director of Marketing, NRSI
David will present NAEBA's online lead generation approach through the use of Google AdWords. This presentation will give step by step instructions and define top-performing keywords to optimize online efficiency and lead generation. Ad examples: Retargeting ad approach; Ad Spend; Learn how to generate AdWord leads on your own to grow your business!
- 1:15 pm** **Conference Concludes**

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